Through a combination of print and digital publishing, Winds of Change magazine consistently delivers content designed to engage every part of the growing AISES family. Students from pre-college through post-doc, aspiring and mature professionals, retirees, and elders — as well as our sponsors, partners, and friends — rely on Winds of Change as a multifaceted resource.

Each issue includes timely feature articles along with a welcome letter from the CEO, news of the organization and its members in AISES Notebook, inspiring “role model” profiles in AISES People, news of opportunities in Career Builder and Paths in Education, a Partner Index, and a guest commentary on a topic of community interest in Last Word. In addition, readers can find selective advertising for products, services, and opportunities that serve a diverse STEM-focused constituency. The digital version of each issue’s content entails a robust social media presence and advertising that effectively targets focused demographics. The cover of each issue and the accompanying article are especially designed to engage younger readers and keep them engaged as they work toward a promising future in STEM.

Together with the Paths to Opportunities e-newsletters and website content, these components reach a broad readership with an inspiring message of how STEM endeavors can lead to a fulfilling and productive future. Winds of Change draws readers to AISES and promotes diversity in STEM, while inspiring them to overcome obstacles on their own STEM paths.
AISES Directly Supports Education and Job Opportunities in STEM for Indigenous People

Who We Serve

Students, Parents, and Educators — K–12, College, and Graduate

Professionals — Future, Early-, Mid-, and Late-Career, and Retirees

K–12 Schools, Colleges/Universities, Corporations, Government Agencies, Tribes, Foundations, and Nonprofits

Our Focus

Students, Parents, and Educators
From K–12 through post-doc, AISES serves teachers and learners at all stages of their academic success.

Professionals
From their first internship on through mid-career and retirement, AISES serves professionals at all points on their STEM path.

Partner Organizations
From foundations, government agencies, corporations, and tribes to K–12 schools, colleges, and universities, AISES serves entities that advance its central mission.

Our Three Areas of Focus

Create the Pathway
AISES builds quality programs to foster STEM awareness and engagement among Indigenous students, parents, and educators, starting with K–12.

Extend the Pathway
AISES enhances retention among college and graduate students through academic and financial support, as well as career-building opportunities.

Support the Pathway
AISES provides networking and professional development opportunities to support Natives at all points in their STEM career.

Illuminate the Pathway
AISES identifies challenges and highlights successes in Native workforce development through ongoing research and strategic partnerships with key STEM stakeholders.

Reach — Winds of Change distribution

7,300+
Total distribution per issue

6,300+
Individual Members

1,200+
High School Teachers and Guidance Counsellors

185+
Native American Libraries and Resource Centers

2,000
Delivered to AISES National Conference

500+
Delivered to Native Events

AISES Chapters and Affiliates

198
Chartered College and University Chapters

230
Pre-College Affiliate Schools/Organizations

18
Professional Chapters

3
Tribal Chapters

Our Priorities

Membership Breakdown

20%
Pre-College

46%
College Students

30%
Professionals

36%
Lifetime Members of AISES

55%
Female

45%
Male

All Members by Region

Region by Region:

Region 1 — Northwest 15%
Region 2 — West 10%
Region 3 — Southwest 25%
Region 4 — South Central 16%
Region 5 — Upper Midwest 14%
Region 6 — Northeast 9%
Region 7 — Southeast 11%

Winds of Change
The only choice to reach Indigenous North Americans in STEM

CONTACT US: Candace McDonough | NATIONAL SALES DIRECTOR ▶ 617.969.2137 | CMCDONOUGH@AISES.ORG
About Winds of Change magazine

The award-winning Winds of Change magazine is published five times a year — three print and digital issues and two digital-only issues — for Indigenous peoples of North America and the Pacific Islands by the American Indian Science and Engineering Society.

2022 issues: Special Editorial and Advertising Opportunities

Spring Distribution April 2022
Top 50 Workplaces in STEM
STEM employers committed to recruiting and retaining a diverse staff, with profiles of Native professionals in representative workplaces.

Summer Distribution June 2022
Top Jobs in a Growing STEM Field
Opportunities in an expanding STEM field and a focus on industry experts describing the roles and degrees most in demand.

Fall Distribution October 2022
National Conference Issue
10 Native-owned STEM Enterprises to watch, with content relevant to the AISES National Conference.

Wrap-Up Distribution November 2022
National Conference Wrap-Up
An uplifting and inspiring recap of the AISES National Conference events and attendees.

Special College Issue Distribution November 2022
Top 200 Colleges
Preparing for, getting in, and making the most of college and graduate school. Includes Top 200 Colleges for Indigenous North Americans.

Digital Edition Platform
Our digital magazine edition platform flows across all devices to improve mobile viewing quality. All digital issues are posted on aises.org and emailed to 14,000+ readers. Our digital editions offer advertisers unique opportunities to extend your reach beyond print circulation.

User engagement per issue:

Facebook: 14,537
Instagram: 2,555
Twitter: 6,186
LinkedIn: 5,095

In the Special College Issue

- Student profiles
- College profiles
- Top 200 Colleges listings
- Article coverage includes topics related to student success

Contact Us:
Candace McDonough | National Sales Director
617.969.2137 | cmcdonough@aises.org
Winds of Change Print Edition

All programs are subject to specific advertising requirements in Winds of Change media. Winds of Change is published exclusively by the American Indian Science and Engineering Society.

Print Publications & Digital-Only Issues Advertising Rates (Gross)

<table>
<thead>
<tr>
<th>Ad Location/Size</th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
<th>5x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$4,605</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$4,260</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside Back</td>
<td>$4,195</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$6,599</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>$3,599</td>
<td>$3,525</td>
<td>$3,490</td>
<td>$3,235</td>
<td>$3,165</td>
</tr>
<tr>
<td>2/3 Page (vertical)</td>
<td>$2,925</td>
<td>$2,870</td>
<td>$2,810</td>
<td>$2,635</td>
<td>$2,575</td>
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<tr>
<td>1/2 Page (horizontal)</td>
<td>$2,495</td>
<td>$2,445</td>
<td>$2,395</td>
<td>$2,345</td>
<td>$2,295</td>
</tr>
<tr>
<td>1/3 Page (vertical)</td>
<td>$1,875</td>
<td>$1,840</td>
<td>$1,795</td>
<td>$1,690</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,775</td>
<td>$1,750</td>
<td>$1,720</td>
<td>$1,640</td>
<td>$1,200</td>
</tr>
<tr>
<td>College/University Logo or Job Opportunity (1/6 page)</td>
<td>$620</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PLEASE NOTE:
- Advertisers in Fall only or College Issue only will be charged an additional 15% over the gross price indicated.
- Advertisements placed in the National Conference Wrap-Up Issue are discounted 15% off the gross rate.

PRINT AD SIZES & SPECS

Please email ads to ads@aises.org

Accepted File Formats: PDF, TIF, JPG, EPS
Minimum Resolution: 200 dpi
Preferred Resolution: 300 dpi

Two-page Spread

STANDARD SIZE: 16" x 9.875"
(BLEED SIZE: 17.25" x 11.125"
Includes: 1/2” Bleed on all sides
(Trim: 16.75" x 10.875”)

Full page

STANDARD SIZE: 7.5" x 9.875"
(BLEED SIZE: 8.5" x 11.125"
Includes: 1/2” Bleed on all sides
(Trim: 8.375" x 10.875”)

2/3-page Vertical

STANDARD SIZE: 4.75” x 9.625”

1/2-page Horizontal

STANDARD SIZE: 7.25” x 4.625”

1/3-page Vertical

STANDARD SIZE: 2.25” x 9.625”

1/4-page

STANDARD SIZE: 3.5” x 4.625”

1/6-page College/ University Logo Ad

(Usually consisting of College Logo and Text)
STANDARD SIZE: 3.5” x 3.125”

Please make sure ads match dimensions specified. Winds of Change requires that advertising materials be sent in digital format. Color ads must be saved as CMYK. Black and white ads must be saved as grayscale. DO NOT use RGB, LAB, or spot colors. The following file formats are acceptable:

- High-resolution (press-optimized) PDF (PDF/X-1a:2001 setting). All fonts and images must be embedded in PDF files. All colors (images, text, logos, etc.) must be converted to CMYK or grayscale.
- High-resolution Photoshop TIF (200 dpi minimum, 300 dpi preferred)
- High-resolution Photoshop JPG (200 dpi minimum, 300 dpi preferred)
- CMYK Adobe Illustrator file (Please convert all type to outlines)

2022 ISSUE AD DATES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Sales Close</th>
<th>Ad Materials Due</th>
<th>Magazine Distributed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2022</td>
<td>3/15</td>
<td>3/22</td>
<td>Week of 4/18</td>
</tr>
<tr>
<td>Summer 2022 (digital only)</td>
<td>5/24</td>
<td>5/31</td>
<td>Week of 6/27</td>
</tr>
<tr>
<td>Fall 2022</td>
<td>9/2</td>
<td>9/9</td>
<td>Week of 10/3</td>
</tr>
<tr>
<td>Conference Wrap-Up 2022 (digital only)</td>
<td>10/11</td>
<td>10/18</td>
<td>Week of 11/14</td>
</tr>
<tr>
<td>College Issue 2022-2023</td>
<td>10/25</td>
<td>11/1</td>
<td>Week of 11/28</td>
</tr>
</tbody>
</table>

NEED ASSISTANCE IN AD DEVELOPMENT?
AISES is here to help with ad development, graphic design, or ad copy that puts you in touch with your audience and generates interest in what they get from your services. For advertising questions and general costs, contact your sales representative.

CONTACT US: Candace McDonough | NATIONAL SALES DIRECTOR – 617.969.2137 | CMCDONOUGH@AISES.ORG
Winds of Change uses a digital platform that flows across any device to improve mobile viewing quality. Content will adjust automatically to look great on any screen size. Along with a simplified reading experience, integrated advertising is more visually appealing.

Each digital issue of Winds of Change is emailed to 14,000+ readers, promoted in our twice-monthly newsletter and in all AISES social media and archived on the Winds of Change website.

Digital Issue Sponsorship: $2,700 per issue
- Sponsor the digital version of Winds of Change magazine. A bottom banner will pop up as the issue loads and at the beginning of several articles throughout the issue. This banner is sized at 728 x 90 px. Extend your presence in the digital issue with a pop-up bottom banner running throughout the issue.

Animated Effect: $150 per ad
- Basic animation can be added to your ad, making it pop on the page. It can bounce, flash, shake, bounce in, fade in, flip in vertical, flip in horizontal, rotate in, roll in, zoom in, slide in down, slide in up, slide in left, or slide in right.

Other Advertising Opportunities Include:
- Single article sponsor, footer ad
- Call-to-action in article
- Pulsing ad links
- Video

Samples and pricing available. Please send a request to cmcdonough@aises.org or call 617.969.2137 for further information.

Web Banner Advertising

- 35,000 unique visitors per month average
- Winds of Change is widely viewed on desktop browsers, with increasing mobile device views

Net Ad Rates (Monthly rates)

aises.org Web Banners
- AD SIZE: 180 x 150 px
- MONTHLY NET RATE: $450
- Change your ad and your message month-to-month
- Choose placement on the most visited pages on aises.org

conference.aises.org Web Banners (National Conference)
- AD SIZE: 180 x 150 px
- MONTHLY NET RATE: $550
- Exclusive opportunity on four high-traffic pages month to month:
  - National Conference Home
  - About the Conference
  - Conference Agenda
  - Conference Registration

woc.aises.org Winds of Change
- WEB BANNERS: 180 x 150 px
- MONTHLY NET RATE: $450
- Change your ad and your message month to month
- Support your print campaign in Winds of Change magazine with exposure on the magazine’s preview page on aises.org and on the website

*Please note that this image is responsive and the top and bottom of the image will be cropped on wide monitors.

CONTACT US: Candace McDonough | NATIONAL SALES DIRECTOR 617.969.2137 | CMCDONOUGH@AISES.ORG
Digital Newsletters

**Paths to Opportunities** is distributed monthly to more than 14,000 AISES members, subscribers, and supporters. Must-read digital newsletter Paths to Opportunities is published twice a month in dual versions for two key segments of the Winds of Change audience:

- Pre-college, college, and graduate students
- STEM professionals and educators

Each version is customized with news of career-development opportunities along with editorial content targeted to its unique demographic segment of Indigenous Americans and Pacific Islanders in STEM fields. And each issue also has news from the AISES family on timely topics and upcoming events.

**Paths to Opportunities for students** includes news of scholarships, fellowships, and internships as well as articles that will help them succeed academically and stay on a path leading to a satisfying career in a STEM-related field.

**Paths to Opportunities for active STEM professionals and educators** includes news of career development, internships, and employment opportunities with outstanding organizations, agencies, universities, and corporations in multiple STEM fields, as well as articles and tips on building a flourishing career.

### Paths to Opportunities 2022 Topics Calendar

<table>
<thead>
<tr>
<th>Students</th>
<th>Professionals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>JANUARY</strong></td>
<td><strong>JANUARY</strong></td>
</tr>
<tr>
<td>Navigating politics/social climate on campus</td>
<td>Adjusting to a hybrid work model</td>
</tr>
<tr>
<td><strong>FEBRUARY</strong></td>
<td><strong>FEBRUARY</strong></td>
</tr>
<tr>
<td>How to balance family expectations with your personal goals</td>
<td>How to manage people in uncertain times</td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td><strong>MARCH</strong></td>
</tr>
<tr>
<td>The importance of self-care</td>
<td>Creating an effective cover letter</td>
</tr>
<tr>
<td><strong>APRIL</strong></td>
<td><strong>APRIL</strong></td>
</tr>
<tr>
<td>The art of diplomacy – how to deal with difficult people</td>
<td>Why professional development is important</td>
</tr>
<tr>
<td><strong>MAY</strong></td>
<td><strong>MAY</strong></td>
</tr>
<tr>
<td>What’s next? Deciding which path to take</td>
<td>Top 5 signs you’re burned out — and what to do about it</td>
</tr>
<tr>
<td><strong>JUNE</strong></td>
<td><strong>JUNE</strong></td>
</tr>
<tr>
<td>Funding your future</td>
<td>Parting ways — knowing when it’s time to make a change</td>
</tr>
<tr>
<td><strong>JULY</strong></td>
<td><strong>JULY</strong></td>
</tr>
<tr>
<td>Less is more – what not to bring to college</td>
<td>Ways to mentor young Native professionals</td>
</tr>
<tr>
<td><strong>AUGUST</strong></td>
<td><strong>AUGUST</strong></td>
</tr>
<tr>
<td>Finding your way as a first-generation college student</td>
<td>Mastering time management</td>
</tr>
<tr>
<td><strong>SEPTEMBER</strong></td>
<td><strong>SEPTEMBER</strong></td>
</tr>
<tr>
<td>How to make the most of the AISES National Conference</td>
<td></td>
</tr>
<tr>
<td><strong>OCTOBER</strong></td>
<td><strong>OCTOBER</strong></td>
</tr>
<tr>
<td>Making every minute count: mastering time management</td>
<td>Blocking out the noise: how to prevail in a negative workplace</td>
</tr>
<tr>
<td><strong>NOVEMBER</strong></td>
<td><strong>NOVEMBER</strong></td>
</tr>
<tr>
<td>Following Native traditions at college</td>
<td>How to deliver performance reviews that resonate</td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td><strong>DECEMBER</strong></td>
</tr>
<tr>
<td>Steps to maintain a healthy diet</td>
<td>Finding work-life balance (managing stress) through Native traditions</td>
</tr>
</tbody>
</table>

**Ad Sizes and Rates**

(Note: images not to scale)

**Please email ads to ➸ ads@aises.org**

**Accepted File Formats:** JPEG, GIF, PNG

**Max File Size:** 100KB

Ad materials deadline for *Paths to Opportunities* newsletters are the 10th and 20th of the month in which the ad will appear.

- **Top Leaderboard**
  Sits above newsletter masthead – most visible position
  AD SIZE: 728 x 90 px ➜ MONTHLY NET RATE: $950

- **Top Banner**
  Sits just below masthead and key newsletter links – highly visible position
  AD SIZE: 468 x 60 px ➜ MONTHLY NET RATE: $800

- **Upper and Mid-Banner**
  Horizontal banner that sits below either the main story (upper) or the secondary story (mid)
  AD SIZE: 300 x 140 px ➜ MONTHLY NET RATE: $500

- **Content Ad**
  PROVIDE THE FOLLOWING:
  - Photo
  - 5-word headline
  - 50-word description (max)
  - Link to your website
  PHOTO SIZE: 125 x 100 px ➜ MONTHLY NET RATE: $750

- **Link Ad**
  PROVIDE THE FOLLOWING:
  - 5 descriptive bullet points — at 5–10 words each
  - Links for all 5 bullet points
  - Logo
  LOGO SIZE: 120 x 50 px ➜ MONTHLY NET RATE: $750

- **Skyscraper**
  Vertical banner on right side of newsletter
  TOTAL AD SIZE: 160 x 600 px ➜ MONTHLY NET RATE: $600

- **Closing Banner**
  Closes the newsletter above the footer
  AD SIZE: 468 x 60 px ➜ MONTHLY NET RATE: $450

*20% discount off published net rates for the purchase of four or more ad units within a 12-month period. Ads must be purchased at the same time on one insertion order contract.
Advertising opportunities in 2022
Ads must be received on the 20th of the month prior to running.

Banner ad space is available on the home page and the inner job seeker facing pages as well. You create the banners and we display them for 30 or 90 Days.

Available banner sizes (Note: images not to scale):

Leaderboard Banner
On the home page and main job search page
AD SIZE: 728 x 90px
RATE: $950/per month; $2400/discounted 90-day

Lower Banner
Under the Resume Review box
AD SIZE: 300 x 250 px
RATE: $750/per month; $1900/discounted 90-day

Please email ads to ads@aises.org
Accepted File Formats: JPG, GIF, PNG
Max File Size: 125KB
Winds of Change is exclusively published by the American Indian Science and Engineering Society (Publisher).

**FREQUENCY DISCOUNTS**
Rates are based on the number of insertions run in a contract year. If within 12 months, fewer insertions are placed than specified, the rates will be short-rated accordingly. Two-page spreads count as two insertions toward earned frequency rates.

**RATES CHANGES**
The Publisher reserves the right to charge the rates upon 60 days written notice. Contracts may be cancelled at the time a change in rates becomes effective without short rate adjustment, provided the contract rate has been earned up to the date of cancellation.

**RATES POLICIES**
All insertion orders for advertising in Winds of Change magazines are accepted subject to the terms and provisions of the current advertising rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise, appearing on the space order, billing instructions, or copy instructions that conflict with the Publisher’s stated policies and current rate card will be binding with the Publisher. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which the insertion is to be published. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the Publisher. The Publisher will not extend credit for advertising orders or space reservations that claim sequential liability. Failure (by the advertiser) to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error, and the publication of the advertisement will be made and charged for upon the terms of the rate schedule then in force without further notice. Advertising rates, terms, and conditions set forth in this rate card shall govern and supersede all other information published in previous rate cards, directories, media guides, or rate and data services.

**CANCELLATIONS**
Cancellations of signed insertion orders must be submitted in writing and shall not be considered accepted until confirmed in writing by the Publisher. Space reservations are binding and non-cancellable after published closing date. Covers are non-cancellable. Publisher reserves the right to not only run the most recent advertisement submitted by the advertiser even if the material was indicated to be for a previous issue, but also charge the full amount as indicated on this agreement if the Publisher does not receive the material by the published space close date or by a Publisher-approved extension date. If no previous advertisement exists, it is the Publisher’s right to run a house advertisement in its place and charge the full rate as indicated on the advertising insertion order.

**COMMISSIONS**
Standard 15% commission of gross to recognized agencies provided payment is received within the terms of the sale. Commissions are not allowed on billings over 90 days past due from date of invoice. Only space charges are commissionable. Production or mechanical charges are billed at net and are non-commissionable.

**INVOCING POLICY**
Prepayment Requirements: Prepayment via check or credit card is required for all space and smaller placements. If paying by credit card, a completed credit card authorization form must accompany insertion orders to ensure placements. Please ask your sales representative for an authorization form. If one is not provided with the insertion order, Payment by check must be mailed with a copy of the completed insertion order to the address below. New agencies/advertisers may be required to prepay for their first advertisement and submit a credit application. The Publisher reserves the right to revoke or deny credit terms at any time. Qualified advertising is invoiced at the time of publication. Payment is due within 30 days of invoice date. Finance charges accrue at a daily rate of 2% compounded, on payments received after that date. To ensure payment is accurately applied, please include the invoice number and the name of the advertiser on the check.

**SEND PAYMENTS TO:**
AISES New Mexico Office
6321 Riverside Plaza Lane NW, Unit A
Albuquerque, NM 87120

**PHONE OR EMAIL CONTACT:**
Angela Luecke
505.302.0076
aluceke@aises.org

**ADDITIONAL DIGITAL EDITION SPECIFICATIONS**
• Winds of Change Embedded Video Clip
  Send video files as .flv or .avi files. Windows Media Player, REAL.video, or QuickTime formats acceptable. Preferred video codec is H.264. When sending QuickTime video files, please avoid using the IMA 4.1 audio codec. The recommended audio codec for QuickTime is AAC. When sending .avi files, avoid using the Intel Indeo video codec. Streaming YouTube video is acceptable. Please supply URL using the following structure: http://www.youtube.com/v/video_id where video_ID is the id that YouTube assigns to a video it hosts. 500 pixels wide as a minimum is recommended. Any aspect ratio is acceptable.

**CONTACT US:**
Candace McDonough | NATIONAL SALES DIRECTOR
617.969.2137 | CMCDONOUGH@AISES.ORG